Relationship Value in Russian Business Markets. Edition No. 1

Description: The importance of studying the Russian market stems from several characteristics such as experiencing transition from a command to a market economy that is seen in its business networks, being the biggest emerging stock market and high potential for business. The ‘command period’, where the government control all aspects of life, has caused the lack of academic research which makes this book an important addition to the body of knowledge on the Russian market specially the business to business market. The book becomes an important reference for business practice and a guide for future research. The book proposes “the relationship value concept” approach to assess how valuable existing relationships are as well as the value of new ones or new offerings to customers.

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